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Michel Bolour
Bolour Trust

Ed Collins
Buena Vista Pictures

Donelle Dadigan
Max Factor Building

David Gajda
Hollywood Software

Sam Goren
1733 Cherokee Ave

William Hertz
Mann Theatres

Sheila Holincheck
Vinewood LLC

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*LA Gay & Lesbian
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Nathan Korman
1723 Wilcox

John Tronson
*Tronson Investment
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Monica Yamada
CIM Group

Honorary Directors:
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Downing
LAPD - Hollywood

Leron Gubler
*Hollywood Chamber of
Commerce*

Executive Director
Kerry Morrison



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October 31, 2001

TO: Karen Kalfayan
Office of the City Clerk

FROM: Kerry Morrison
Executive Director
Hollywood Entertainment District POA

SUBJECT: Third Quarter
July 1 through September 30, 2001

As is required in our Agreement with the City of Los Angeles, I am submitting our Third Quarter Report to summarize key activities of the Hollywood Entertainment District. This report covers both BIDs – Phase I and Phase II. The activities will generally refer to the entire District, unless activities specific to one of the Phases are important to highlight.

I. Operational Issues

- City Clerk J. Michael Carey met with the HEDPOA Board of Directors at their August 16, 2001 Board meeting to provide initial training regarding the spirit of the Brown Act and its technical application to non-profit organizations.
- David Green, president of the HEDPOA Board, appointed a three-person nominating committee to preside over the nomination of five names to fill seats that will become vacant in November. The five individuals nominated include: Chris Bonbright, Whitley Court Partners; Aaron Epstein, Patio Properties; Joel Fisher, the Palace; Pietra DuBuclet, Meringoff Equities; and David Gajda, Hollywood Software. The slate was announced to the property owners in August, and will be formally elected in November.
- Legislation sponsored by Assemblymember Jackie Goldberg, and supported by the CA BID Coalition, of which the Hollywood Entertainment District POA is a member, was signed by the governor in July. The bill, AB 1021, among other provisions, affirms that the nonprofit organizations that manage BIDs are private organizations for all purposes, and board members are considered private individuals (not public officials), but the organizations shall abide by the Brown Act and the Public Records Act. It takes effect in January, 2002.

- The Board voted to open their meetings to the public, effective September, in order to demonstrate good-faith compliance with the impending court order.

II Security

- The HEDPOA Board initiated an increase in security deployment during the summer season in Phase II. During the 10-week summer period (commencing June 25 through Labor Day weekend), hours were added to weekdays and weekend nights. Additionally, a special "late night" detail was added, to allow one two-man team to patrol until 1:00 a.m. on weekend. An "early morning" detail was added to allow for patrols to commence at 6:00 a.m. two mornings a week.
- At the September Board meeting, the directors voted to increase Phase II security deployment (which had reverted to a "core schedule" after Labor Day weekend. The change order reinstated a two-morning a week "early morning" patrol, and one night a weekend "late night" patrol.

III Streetscape Issues

- The Board authorized an extension of the existing contract with California Street Maintenance through December 31, 2001.
- The Board authorized the purchase of a Q-Star "graffiti cam" to help deter graffiti in problem alleys in the BID. The camera was installed in an alley along Cahuenga, and graffiti ended almost immediately.
- The 16 Canary Island Date Palms were planted in September. The granite tree wells will be installed in early November, due to a back order of the granite product.
- The Streetscape Committee initiated a competitive bidding process to seek proposals for the maintenance contract. A five person subcommittee was appointed, consisting of Colleen Jimenez, from the Roosevelt Hotel (chairperson) and Aaron Epstein, Alis Gumbiner, Gary Pasciak and Donelle Dadigan. The Committee sent out the RFP to ten maintenance companies in October and will be conducting interviews of finalists during the fourth quarter of the year.
- The Board of Public Works, on August 3, approved the HED's

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application to remove and plant trees, in accordance with the Jacaranda project on Vine.

- During this quarter, the Board authorized \$5000 to support a roll-down door mural project and \$15,000 to help pay for holiday decorations along Hollywood Boulevard.

IV Marketing Issues

- The HEDPOA, in concert with seven marketing partners, hired Michael Wood, an official town crier from England, to greet tourists for a seven-week period during the summer.
- The Los Angeles Convention and Visitor's Bureau partnered with American Express and TrizecHahn to create a "travel planner" for Hollywood. The LACVB donated two full pages in this planner to the HED and the Hollywood Chamber – valued at \$120,000, to help create a brand image for Hollywood. This planner is distributed through the October issue of *Travel & Leisure* magazine.
- At the August 16 meeting of the Board, the directors decided to extend the current agreement with Sudhalter Communications until the end of the year, with language that extends it for one additional year (through December 31, 2002).

V BID Renewal

- During this period, the HEDPOA did finally receive its contract with the city of L.A. to provide ancillary support services to the BID renewal efforts.
- BID Renewal Steering Committee chair, Joel Fisher, and Kerry Morrison met with Councilmember Eric Garcetti and City Clerk Mike Carey on July 24 to work out a plan to expedite the remaining steps in the BID Renewal process. Previous delays in the process had jeopardized the city's ability to meet the county deadline for placing new assessment information on the fall tax bills.
- Ballot packets were mailed to the property owners in the Hollywood Entertainment District on August 3. The packets contained the final Management District Plan, a ballot, ballot instructions, public hearing notice and return envelopes to facilitate voting.

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- Three public hearings were conducted by the City Council relative to the renewal of the Hollywood Entertainment District: July 24, August 15 and September 19. On September 21, the city clerk announced the election results of the Prop 218 election – indicating that the property owners approved the BID renewal with a 82 percent vote.

VI Other

- Coro Southern California chose Hollywood as the venue for the 2001-02 class of Coro Fellows to conduct their “logic study,” a traditional first-week assignment that begins their nine-month public affairs internship. The HED facilitated their introduction to people and activities in Hollywood.